

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

<u>Contract / Revision</u> 497918 /		<u>Alt Order #</u> 06365961
<u>Product</u> HOUSE MAJORITY PAC		
<u>Contract Dates</u> 10/10/12 - 10/16/12		<u>Estimate #</u> 2001
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/10/12	10/16/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/12	10/16/12	MTWTF--				2	\$250.00			
N 2	KVVU	10/10/12	10/16/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/12	10/16/12	MTWTF--				1	\$350.00			
N 3	KVVU	10/10/12	10/16/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/12	10/16/12	MTWTF--				1	\$725.00			
N 4	KVVU	10/10/12	10/16/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/12	10/16/12	MTWTF--				1	\$700.00			
N 5	KVVU	10/10/12	10/16/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/12	10/16/12	MTWTF--				1	\$275.00			
Totals											6	\$2,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/16/12	6	\$2,550.00	\$2,167.50
Totals	6	\$2,550.00	\$2,167.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

OCT8/12 10.13
*** KVVU-TV ***

REP HEADLINE# 6365961
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT8/12 10.13
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600A-700A	30		\$725.00	10/10	10/16	1		W-F,M-TU	1
PROGRAM : FOX5 NEWS 6A												
CON COM1: FOX5 NEWS 6A												
4			700A-900A	30		\$700.00	10/10	10/16	1		W-F,M-TU	1
PROGRAM : FOX5 MORNING NEWS												
CON COM1: FOX5 MORNING NEWS												
5			900A-1000A	30		\$275.00	10/10	10/16	1		W-F,M-TU	1
PROGRAM : MORE LAS VEGAS												
CON COM1: MORE LAS VEGAS												
OCT/12						\$2,550.00						
CONTRACT TOTAL												\$2,550.00
TOTAL SPOTS												6

MARKET TOTALS \$25,500 KVVU 10% KSNV 41% KLAS 30% KTNV 19% KVMY 0% KVCW 0% CABL 0%
 KTUD 0%
 SMALL ADD TO MARKET
 SVC- NSI
 DEMOS- RA35+*